

All In Program 2014 Annual Report



Background

In August 2013, after a fourteen month study, the City of Saint Paul received a report *Recycle it Forward*, a comprehensive assessment of recycling and waste management from Wilder Research Foundation. This report informed City staff and leadership about residents' habits and barriers to participation, as well as educational needs related to recycling and waste management. The report included recommendations for changes to reinvigorate participation and increase recycling and organics recovery rates as well as other waste management programs.

Based on *Recycle it Forward*, the City made significant changes to the residential program in 2014. These improvements included increasing education and outreach, restructuring of the Community Clean Up event system, expanding Right of Way (ROW) recycling opportunities and expanding organics drop off opportunities.

In March 2014, the Saint Paul City Council adopted Resolution 14-519 establishing residential waste diversion goals. In an effort to reinvigorate participation, educate the community about all opportunities to reduce waste, recycle more and divert organic materials from the waste stream, the City establishes an overall residential waste diversion goal of:

- 35% by 2016
- 50% by 2020
- 65% by 2025, and
- 80% by 2030

Included in the waste diversion goals resolution is a list of programs and initiatives identified to help reach the newly established goals. The All In Program report will summarize activities related to these targeted approaches.

Based on waste generation estimates from Ramsey County Public Health, Saint Paul's 2014 waste diversion reached approximately 22%. A brief description of the environmental benefits associated with diverting our total tons of materials from the disposal stream is also included in the report.

ENSURE ALL RESIDENTS HAVE CONVENIENT ACCESS TO RECYCLE A BROAD RANGE OF MATERIALS.

The City of Saint Paul provides recycling collection opportunities to residents in single family households, multi-unit dwellings and apartments. In addition, residents and small businesses have access to a recycling drop off center and residents can recycle large items such as scrap metal, appliances, and mattresses at citywide community clean up events.

In April 2014, the new All In Program was introduced allowing residents to commingle recyclables while continuing to use the blue bins in the curbside program or in newly labeled carts at apartments. New plastic items were also added to the program; specifically #1 & #2 food containers as well as #4, #5 and #7 food and beverage containers.



A new program logo and marketing campaign was launched to support program initiatives.

Tons collected (curbside, multi-unit, drop-off) totaled 19,832, down 417 tons from 2013. This 1% decrease is consistent with recycling activity over the last five years. Residential tons have remained flat either decreasing or increasing 1-2% each year (see Figure 2). Citywide average of 420 pounds per household recycled per year was down slightly from 2013 (see Figure 1). Although overall weight decreased, overall volume of materials increased by 16% mainly due to the increase in plastics collected. While there was an 82% increase in plastic weight other materials such as glass and steel were significantly low. An additional 197 tons were recycled from our clean up events. Revenue from the sale of recyclables for the year decreased again totaling \$121,108, averaging, \$10,092 per month.

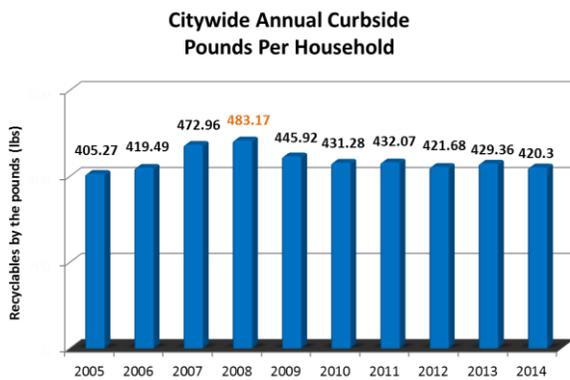


Figure 1.

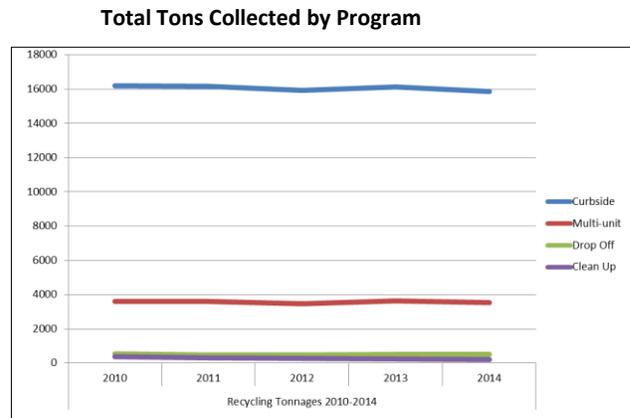


Figure 2.

INCREASE PUBLIC SPACE RECYCLING OPPORTUNITIES

1. The Department of Public Works (DPW) continued to expand the number of recycling containers on the ROW using recycling containers provided by Ramsey County through a recycling bin grant program. Some improvements were made at municipal athletic complexes which are managed by the Department of Parks and Recreation (DPR). Currently there are more than 200 recycling containers in our parks system which includes: regional parks, recreation centers, municipal athletic complexes, golf courses and aquatic centers.
2. Recycling opportunities were supported at numerous community events including Highland Fest, Rondo Days, WaterFest, Irish Fest, Saint Paul Bike Classic, Grand Old Days and the Dragon Boat Festival to name a few.



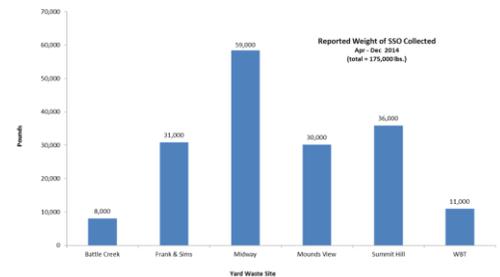
- The DPW began a free container lending program for residents and small groups. The City and most District Council offices maintain a small number of recycling and organics collection containers and supplies for use at small and large gatherings. New locations throughout the city offer more convenient access to this service. Previous availability was through a program administered by Ramsey County which has one pick up location in Maplewood.

INCREASE SIGNIFICANTLY OPPORTUNITIES TO DIVERT ORGANIC MATERIALS FROM THE WASTE STREAM.

- The City collaborated with Ramsey County Environmental Health to provide source separated organics (SSO) drop off opportunities for food scraps, meat, dairy, bones, and non-recyclable paper at four Ramsey County Yard Waste Sites within Saint Paul. Ramsey County and the City promoted the program heavily. The County provides free compostable bags and master gardeners frequented all locations during peak usage times to offer composting advice. The four yard waste sites collected 66.8 tons of SSO. This activity surpassed all expectations for participation and volumes of materials collected.



- With the support from the City, the Macalester Groveland Community Council continued to manage an organics drop off location for all persons living or working in Saint Paul located on Grand Avenue. Tonnage increased to 28 tons from 25 tons in 2013.



EDUCATION AND OUTREACH

As part of the All In Program marketing campaign, new communications tools and efforts were used to improve knowledge of recycling program basics and increase participation. Activities included:

- Annual Recycling Guides mailed to all households.
- Ramsey County Going Green Guide mailed to all households.
- Materials are readily available in 4 different languages.
- All In Communications Tool Kit shared with District Councils.
 - Kit includes: articles, social media posts, images, press releases and more.
- New labels and posters placed at apartment buildings.
- All In videos produced and posted on website.
- Displays rotated at Libraries.
- Presentations at school classrooms and events, district council meetings, ESL classes, all Public Housing Agency high rises.
- Personal contact and tabling at more than 100 events.
 - National Night Out, WaterFest, Public Works Open House, Little Mekong Night Markets, Urban Oasis kick off and more.



The DPW hosted a MN Green Corps member through August 2014. These efforts were possible with the assistance of Eureka Recycling staff and our MN Green Corps member.

Our MN Green Corps member also conducted bin set out count surveys in the summer of 2014. She targeted the same neighborhoods surveyed since 2011. The neighborhoods included: Frogtown, Dayton's Bluff, West Side, Greater East Side and North End. From this work, we learned that with additional targeted education and outreach, average participation increased 5.2% and an average of 30 new households began recycling for the first time.

IMPROVE OPPORTUNITIES TO REUSE AND RECYCLE BULKY ITEMS

1. Citywide Community Clean Ups

The community clean up event system was restructured in 2014. The biggest shift in operations came with the reduction of the number of events from 14 held in 2013 to 6 held in 2014. The organizational structure was also revised to better utilize city and district council staff skill sets, as well as staff and financial capacity. The events were promoted as citywide events; all residents welcome to participate in any or all events, three in the Spring and three in the Fall. Locations were established to provide reasonable access from all neighborhoods. These events are provided to offer convenient and economical options for large item refuse disposal and increased recycling and reuse opportunities. While the total number of visitors to the events decreased the average pounds per vehicle increased slightly. A brief summary of the six events follows:

- 2672 visitors through the gates - Decrease 30%
- Average (City) cost per vehicle \$27 - Decrease 49%
- Average gate fee (resident pays) per vehicle \$18 - Increase 8%
- Event costs covered approximately 60% and 40% by city and residents respectively. Steady
- Average number of volunteers used per event 50
- Reuse tons collected: 8.3 - Decrease 70 %
- Recyclable tons collected: 242 - Decrease 10%
- Const/Demo & Refuse tons collected: 307 - Decrease 23 %
- Tons of electronics collected - 50 - Decrease 16%
- Ramsey County hosted a HHW collection opportunity at the Shepard Rd. event

2. ComeClean!

This program is working to create cleaner, safer and more livable community environments throughout the City of Saint Paul. ComeClean! encompasses all efforts addressing litter, abandoned wastes, problem material disposal and strives to engage community support of these efforts. In 2014, staff continued work to expand the program working with local businesses, District Council staff, and residents as well as supporting the DPR's Annual Spring Citywide Clean Up event.



ENSURE RECYCLING REQUIREMENTS ARE BEING MET AT EVENTS, PARADES, RACES AND PUBLIC ASSEMBLIES

Work began in 2014 to develop the Waste Management Plan (WMP) for all event, race, parade and public assembly organizers to incorporate into their planning beginning in 2015. Public Works staff is responsible for WMP review and approval. Both DPR and DPW support waste management activities with a variety of technical assistance and equipment when appropriate.



ENVIRONMENTAL BENEFITS ASSOCIATED WITH SOLID WASTE MANAGEMENT PROGRAMS.

Data from the US Environmental Protection Agency- WARM Model provides an estimate of environmental benefits of waste diversion efforts as compared to disposal. Residential waste reduction, recycling and organics diversion activities accomplished the following in 2014.

- EPA Equivalent Factors for Emission saved
 - The annual GHG emissions from this many passenger vehicles - 9,165
 - Barrels of oil - 102,307
- EPA Equivalent Factors for Energy saved
 - Annual emissions from the energy consumption of this many households - 2,264
- EPA Equivalent Factors for Resource saved
 - Acres of standing forest (based on CO2 sequestration per tree) - 340
- Net GHG Reductions By Community
 - (Metric Ton Carbon Equivalent) - 12,207
 - (Metric Ton Carbon Dioxide Equivalent) - 44,104.8
 - Net Energy Savings By Community
 - (million BTU's) - 300,329.8

PROGRAM PRIORITIES FOR 2015

- Improve and increase service and outreach to multi-unit apartment buildings.
- Increase All In education and outreach to low participation areas, and to residents with limited English proficiency.
- Coordinate the Request for Proposals development and execution for recycling and organics services that will begin in 2017.
- Support organics diversion initiatives.
- Support internal and city sponsored Green Gathering efforts.
- Continue to expand Public Space recycling opportunities within parks and on ROW.
- Update Municipal Building/In House recycling program.

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